

# JEFFERSON COUNTY EMERGENCY PLANNING AND PUBLIC/PRIVATE PARTNERSHIPS

## SAVE THE DATE

**TUESDAY, APRIL 28, 2015 – Lower Level Rooms 8 & 9, UW EXTENSION BUILDING, 864 COLLINS ROAD, JEFFERSON**

Doors will open for sign-in at 7:30 a.m. with the Educational Session starting at 8:00 a.m. and ending at 10:00 a.m. Refreshments will be provided. Registration information will follow.

### **Building Better Resiliency - Together**

---

**The Private Sector can include business and industry, trade organizations, voluntary, academia, nonprofit, faith-based, and other non-governmental organizations.**

We are better able to serve our neighbors, fellow citizens, and our nation's disaster survivors in particular, when public sector and private sector representatives are both active members of the same team.

Through public-private partnerships both government and the private sector can:

- Enhance situational awareness
- Improve decision-making
- Access more resources
- Expand reach and access for communication efforts
- Improve coordination with other efforts by segments of the private sector
- Increase the effectiveness of emergency management efforts to assist the private sector and the entire community
- Maintain strong relationships, built on mutual understanding
- Create more resilient communities
- Understand the public/private sector's resources before, during and after a disaster

### **Why Public/Private Partnerships?**

- Preparation allows for quicker response and recovery reducing impact to our communities.
- Businesses are better prepared which can help save lives, company assets and the business itself. Many jurisdictions already have established relationships with their private sector partners but in an informal manner that may not be utilized during times of an emergency. Public/Private Partnerships provide a more forward mechanism to ensure these relationships are established and maintained at the local and the state levels.